

# ALASKA



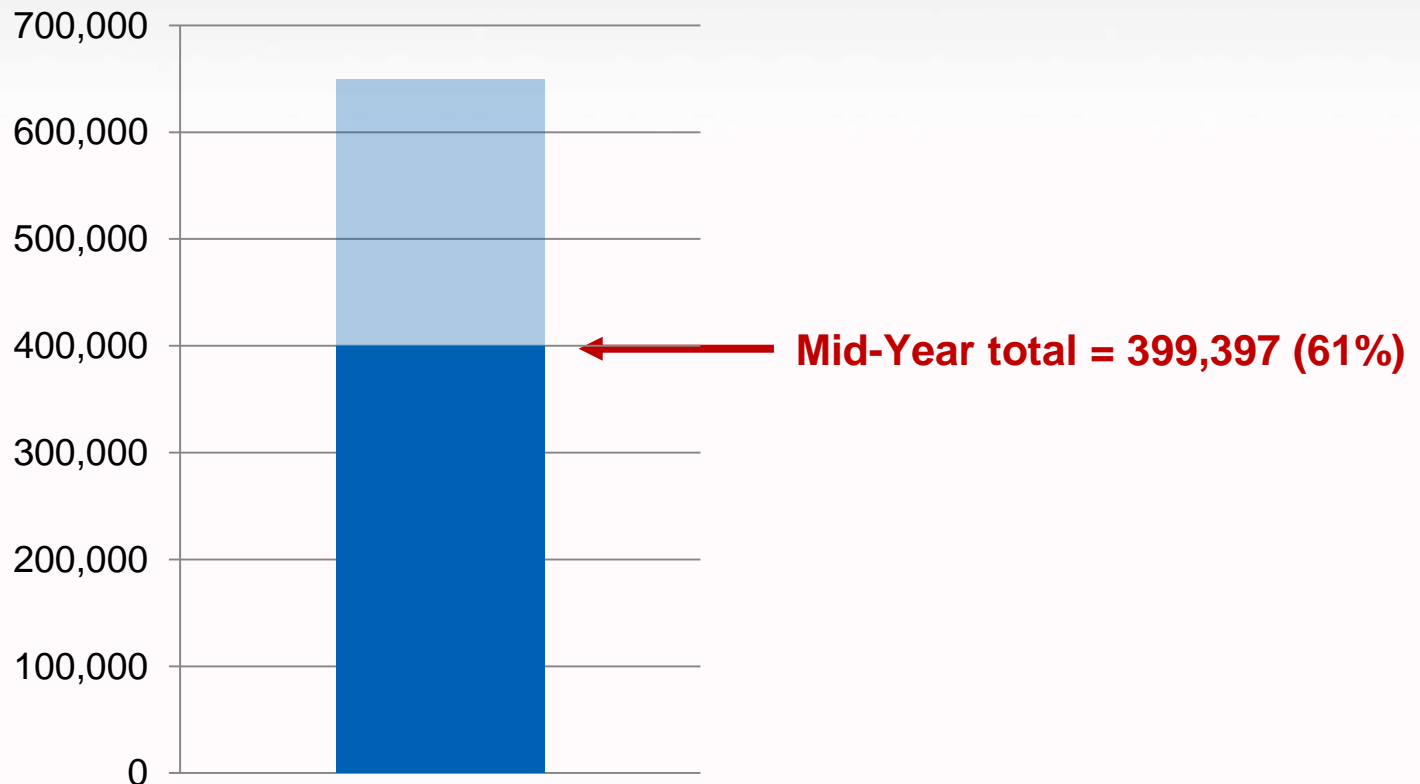
## Alaska Tourism Marketing FY2014: Mid-Year Report

Commissioner Susan Bell

**ALASKA**  
DEPARTMENT OF  
COMMERCE,  
COMMUNITY,  
AND ECONOMIC  
DEVELOPMENT

# Increase Visitation from the U.S.

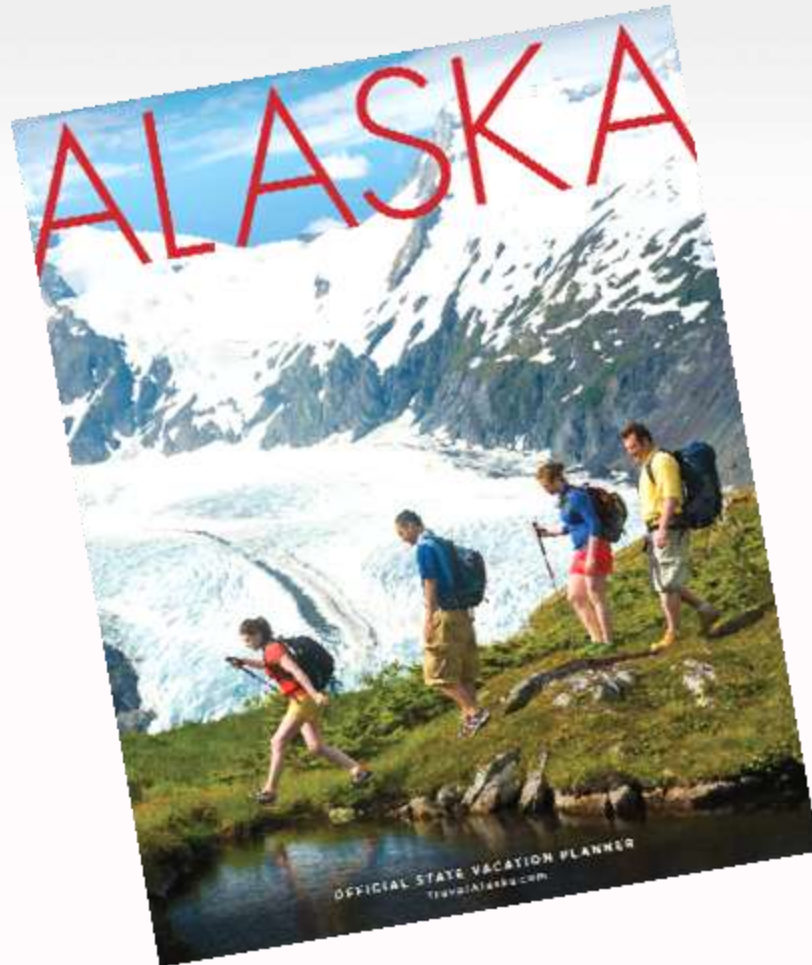
- *Increase overall awareness of Alaska as a travel destination*
- *Generate at least 650,000 requests for travel information*





# Mail Alaska Vacation Information with the Official State Vacation Planner

*Mailed to an estimated **550,000** people who inquire about Alaska travel, providing trip-planning information and connecting potential visitors with Alaska businesses*



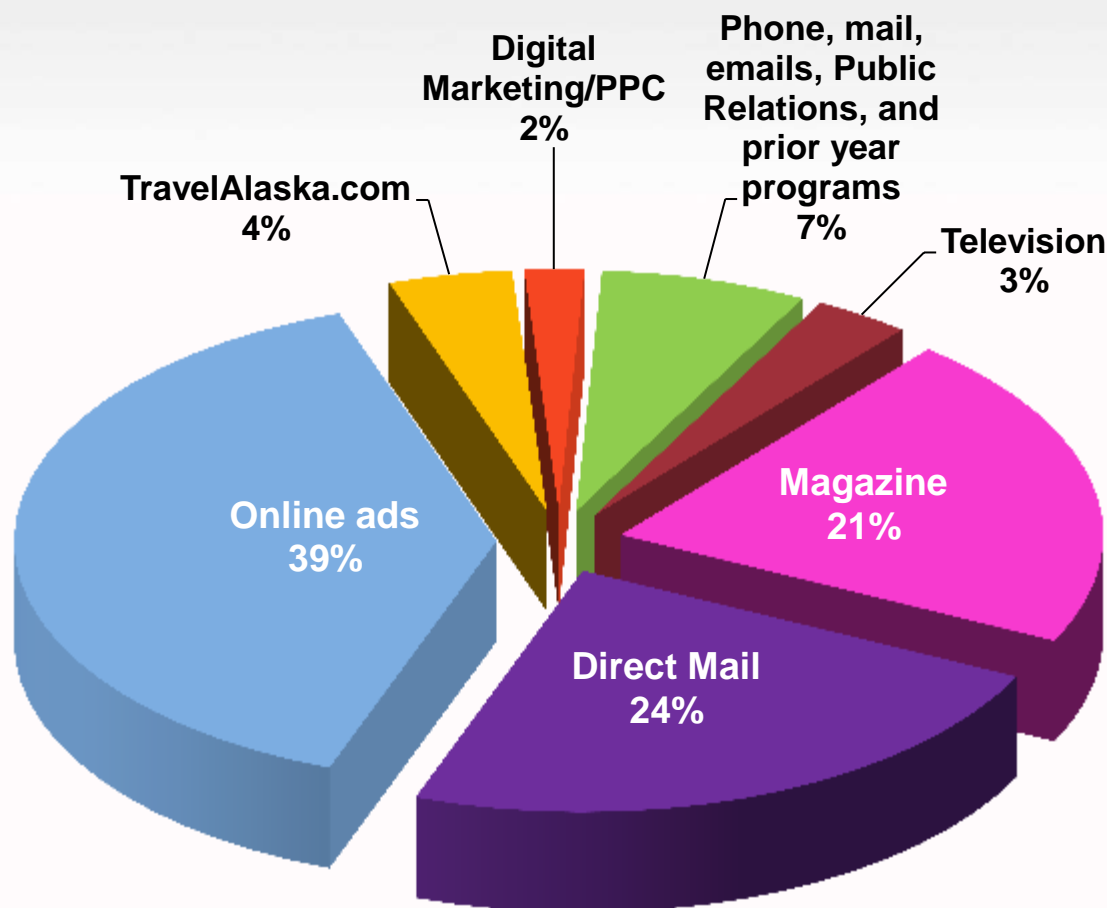
# Mail the Alaska Highway Travel Planner with the 2014 North to Alaska Highway Guide

**100,000** copies distributed to those who inquire about driving vacations through western Canada to Alaska



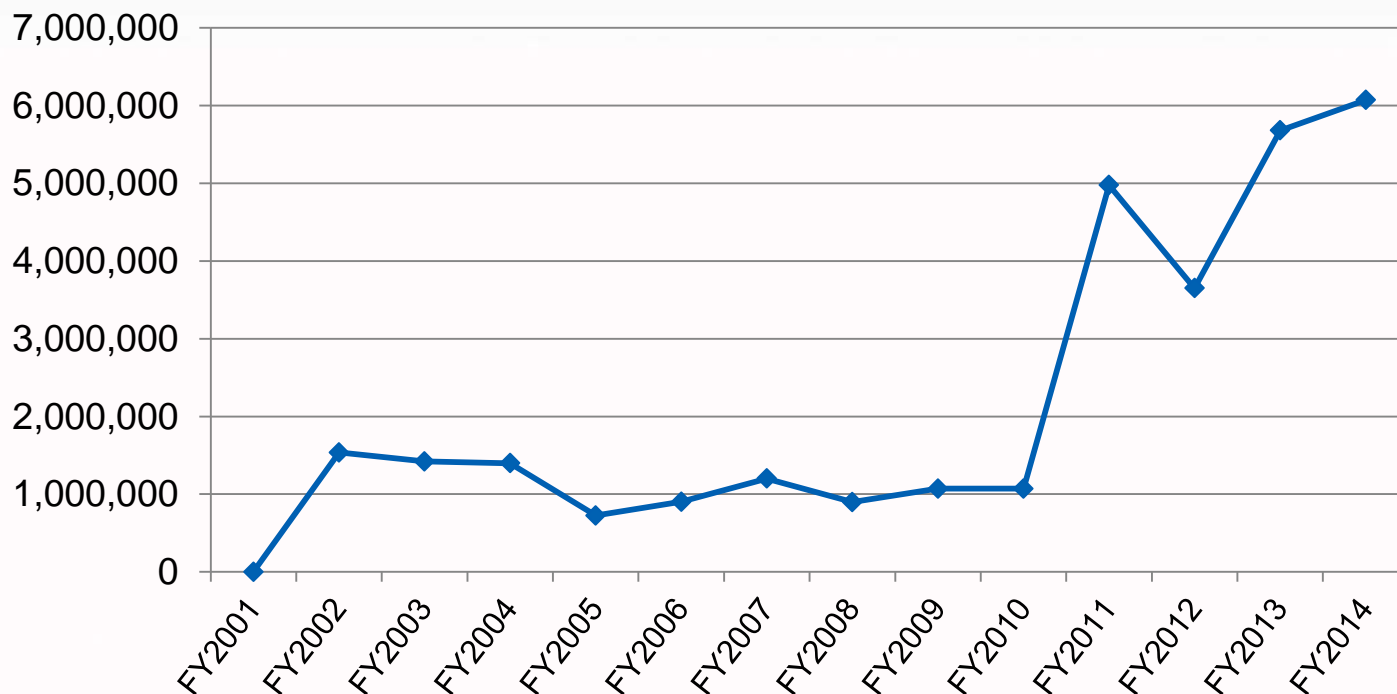
# How Requests for Travel Information are Generated

*Requests for Alaska travel information are generated through a broad range of marketing programs:*



# Television Advertising

- *\$6 million in paid television advertising*
- *Alaska's largest TV advertising campaign to date*
- **Primary purpose:** *increase awareness of Alaska as a travel destination*
- **Secondary purpose:** *generate requests for Alaska travel information*





# Television Advertising

## *Exposure to Alaska TV ads:*

- *Generate positive impression about Alaska*
- *Increases visitors to the state's official travel website, [TravelAlaska.com](http://TravelAlaska.com)*

## ***Alaska ads running on:***

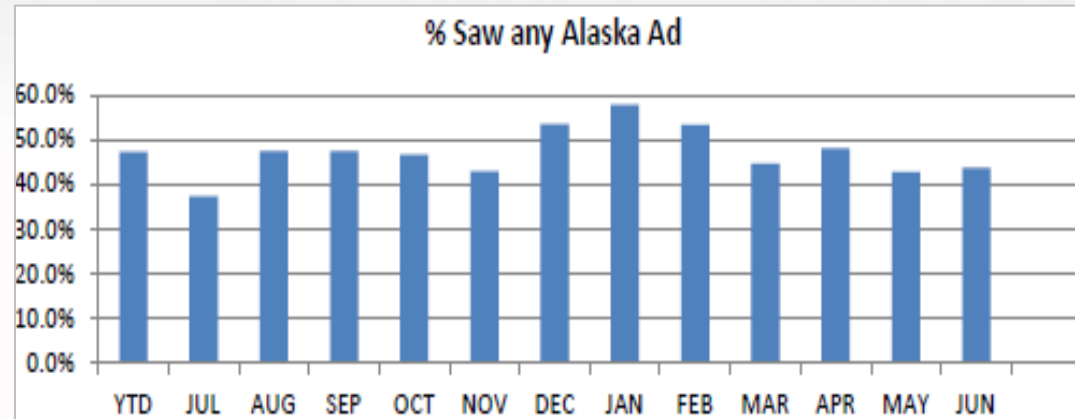
- *National broadcast television (ABC, NBC, CBS)*
- *Syndicated programs and on national cable networks (Discovery Channel, History Channel, Weather Channel, Inside Edition, Jeopardy, and others)*



# Television Advertising

*Research shows exposure to Alaska ads drives results:*

- *500 U.S. consumers surveyed online each month*
- *Purpose of research:*
  - *Measure awareness of Alaska advertising*
  - *Discern level of interest and likelihood to travel to Alaska*





# National Magazine & Online Advertising Campaign

## *National Media Campaign Begins:*

- **National Magazines:** *Full-page color ads in 13 national magazines*
- **Online advertising:** *Campaign debuted on travel network sites*



Get the **Hottest Book**  
From the Coolest State

It's FREE

► Official State Guide

**ALASKA**  
Beyond Your Dreams. Within Your Reach.

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Alaska - the people, the places, the beauty. It's like nothing you've ever experienced before. Find out how easy it is to plan a visit. For a FREE official Alaska State Vacation Planner, simply mail the reply card or visit us online.

**ALASKA**  
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# Social Media Campaign

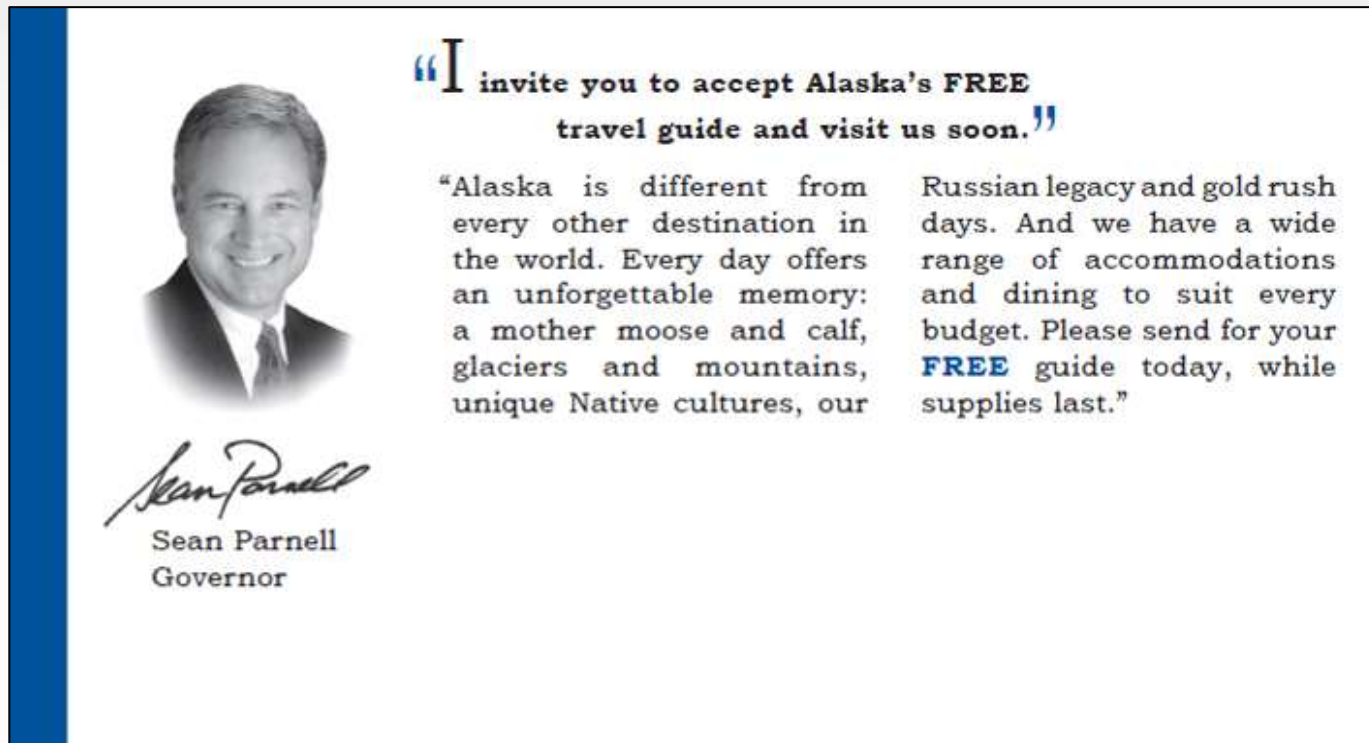
## *Alaska presence on Facebook, Twitter, Pinterest, YouTube*



# Direct Mail Campaign

## *Personal Invitation from Governor Parnell:*

- *Direct Mail package sent to more than 1.7 million U.S. consumers*





# Public Relations Campaign

## *Working with travel journalists:*

- *Connecting Alaska businesses with key journalists at **Alaska Media Road Show***
  - *Event focused on Alaska grown produce and seafood at receptions/meals*
  - *State Parks, Alaska Railroad and Alaska Council on the Arts also participated*



# Public Relations Campaign

## Delta Sky Magazine: July 2013

Anchorage natural beauty

1 City 5 Ways

ERIC LUTAS, JULY 2013

FOODIE

**Morning / Sweet City Cafe**  
Start your day here with a scrumptious breakfast or lunch assortment, and don't forget a Polychrome—an Alaska treat smoothie par excellence.

**Coffee Break / Steamboat Coffee Lab**  
Compare different ways of brewing fresh-roasted java at Steamboat's two Anchorage coffee shops—Coffee & Espresso Lab and Barista Coffee Bar.

**Lunch / The Lucky Whiskers**  
The food choices at The Lucky Whiskers is as good as it is 4,000 miles away in Massachusetts. Bring an appetible and try out the handmade breads, dips, and more.

**Dinner / Seven Sisters Restaurant**  
Finish the day with a treat ride up to the subalpine vistas of Alaska Resort's restaurant, where the fantastic view is equaled by the Alaskan regional cuisine.

Photo courtesy of Sweet City Cafe

HISTORY BIFF

Photo courtesy of Alaska Native Heritage Center

FAMILIES

Photo courtesy of Eagle River Nature Center

**Morning / Eagle River Nature Center**  
It's hands-on for the kids and other natural wonders in Chugach State Park, where nearby trails offer sightings of moose, beaver and more.

**Midmorning / The Alaska Zoo**  
Devoted to conservation and housing injured and orphaned animals, this charming zoo has plenty of native denizens on display.

**Lunch / Maunaloa Tavern**  
Watch the whole family over and be ready to wait for sublime pizza, with toppings including breaded chicken and...

**Afternoon / 8**  
Wide open spaces hold tennis, basketball and other residents in fit...

OUTDOOR ENTHUSIAST

Photo courtesy of Coastal Shores Inn

**Where to Stay / Coastal Shores Inn**  
This overnight hotel provides a view.

**Morning / Top**  
Rent a bike in this mountainous area and...

**Afternoon / 15**  
Drive 40 miles Alaska's not take a break...

INDIGENOUS ART FAIR

Photo courtesy of National Museum of Natural History Imaging

**Where to Stay / Hotel Captain Cook**  
The public art collection here includes more than two dozen valuable historic pieces derived from Pacific exploration.

**Morning / Smithsonian Arctic Studies Center**  
One of the finest collections of indigenous art and crafts is on display at the Anchorage Museum.

**Afternoon / Alaska Native Arts Exposition**  
Located downtown, the exposition focuses on the tradition-building work of contemporary native artists such as Joel Isaac and Nicholas Galanin.

**Before You Leave / Text Shows Anchorage International Airport**  
The mezzanine gallery displays a priceless collection of native art and artifacts, mixing historic and modern pieces.

For bonus stops, visit Delta's [Takeoff](#) blog.

*Highlighted Alaska's  
key selling points including food,  
history, family travel, outdoor  
adventure, arts and culture*

*Ad value = \$602,518*

# Public Relations Campaign

## Men's Journal Magazine: July 2013

**MEN'S JOURNAL**

GEAR LAB • TRAVEL • HEALTH & FITNESS • FOOD & DRINK • ADVENTURE • STYLE

**SUBSCRIBE** Get the Hottest Book From the Coolest State **IT'S FREE** **ALASKA**

**NOT APPROVED: ADVENTURE**  
**The Gold Standard Alaska Adventure**

**EXPERT ADVICE**  
Luke Snyder: What It Takes to Ride a Bull  
Toys for the Mountain Dog  
Computer Speakers to Rock Your Home Office

**MEN'S JOURNAL Expert Advice: 12 Tailgating Essentials**

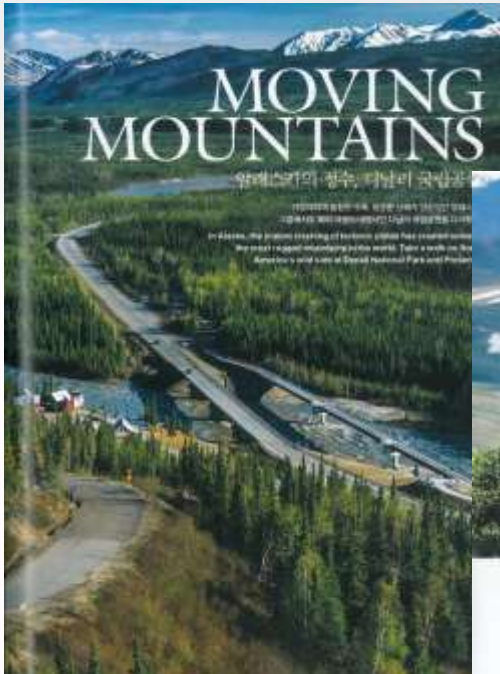
**THE MAGAZINE**  
The Restless Solitude of Robert Redford  
The All-New 2014 SIERRA THE BEST V8 FUEL ECONOMY OF ANY FULL-SIZE PICKUP

*Delivered Alaska's winter tourism message and positioned Alaska as an adventure destination*

*Ad Value = \$430,750*



*Showcased Alaska's diverse transportation options including highway, small plane, and railroad travel*



# MOVING MOUNTAINS

알래스카의 황금, 떠날의 끝없는

1980년대 중반부터 미국, 알래스카의 산악 지대에는  
 - 1980년대 중반부터 미국, 알래스카의 산악 지대에는

In Alaska, the intense craving for tourism against the coastal water  
 the most rugged mountains in the world. Take a walk in the  
 Alaska's wild side at Denali National Park and Preserve

[illegible]

In a state that routinely leads in the suppression of terrorism, Israel usually isn't on the most exaggerated list. It is moved to the highest category in North America. Stuart Mackenzie, senior columnist for the state of Massachusetts, says: "Israel National Park is Palestine. In five months of the 1,300,000 Jews living in Israel, 500,000 live in a land in the desert, in the

At 6:10 a.m. Abdul-Malik (aka "Gus") knocked on the door of the insurance company's office. 12th Street is closed to traffic, so the guard stood in front of the building's entrance. He saw the car and asked for identification.

Joe Nutton, a longtime mountain guide, explained the "five finger plough" from all over the world is to have a ploughman plough his mountain," he says. "The Chinese people who come to climb it as pilgrims plough it for years."

SPECIAL DISTRIBUTION

[illegible]

**Straight to the Heart** visitors enjoy encounter with these weavers, as spring turns to late June and autumn begins in August. The autumn season here is truly brilliant, with 24 hours of daylight illuminating the mountains in a soft evening glow.

This herd to visit, with only the Great Park Road permitting it, reaching from Deer Hill to the Alston Range, crossing one mountain pass and through open valleys before turning in a step at Kaitiaki, go did enter camp that Friday is some to several lodges.

They argue that Foster expects that the park was built solely for wildlife, not the mountain. "Visitors can experience the heart of the park as they wish," she says. "There is really, really amazing access and so much to see from the Park Road as you stop."

But for whale-watching, the Park Headquarters



<sup>(\*)</sup> The authors declare that they have no competing interests.



# Public Relations Campaign

Saveur Magazine: November 2013



Showcased the adventure of fishing in Alaska and shared recipes for preparing Alaska king crab & snow crab



# Travel Trade Events

## *One-to-one conversations with Domestic & International Travel Trade:*

- *JATA Travel Showcase, Japan*
- *Brand USA Road Show, China*
- *International Luxury Travel Market, Mexico*
- *World Routes, Nevada*
- *China International Travel Mart, China*
- *Adventure Travel Summit, Namibia*
- *World Travel Market, England*
- *Travel Leaders, Georgia*
- *US Tour Operators Association, Arizona*





# Increasing Visitation from Targeted International Markets

## Japan Airlines 2013 FAM Trip:

- Travel trade FAM trip, conducted with United Airlines was designed to encourage development of new Alaska tours
- Resulted in two new eight-day tours beginning March 2014:
  - “Experience Mysterious Alaska”
  - “Enjoy Aurora Viewing in Alaska at New Moon Night”



# International Travel Trade Missions

- *Educate and strengthen travel trade partnerships*
- *Relationships forged during the mission will result in sales for the 2014 season*
- *Travel trade training sessions, November 11-20:*
  - New Zealand: Auklund
  - Australia: Sydney, Newcastle, Melbourne, Cheltenham, Bentleigh, Mitcham





# International Consumer Shows

## *Japan Consumer Travel Fair: October 19-20*

- *Held at Sun Mall Ichiban-cho, the most popular shopping street in Sendai; Organized by Sendai Airport Internationalization Promotion Committee and the Japan Association of Travel Agents (JATA)*
- *Alaska booth attracted 48,000 consumers*
- *Brand USA travel trade seminar held on October 21, providing detailed Alaska information to key travel agents*





# International Co-promotions

## Co-promotion with Icelandair:

- Second year of promotional agreement
- Online advertising designed to generate sales with the goal of increasing number of visitors from the EU and Scandinavia in 2014



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## Developing Markets: Latin America and India:

- *Conducted sales calls and training missions:*
  - *Trained 75 tour operators and travel agents in Brazil and Argentina*
  - *Trained 100 tour operators and travel agents in India*



# Promoting Winter Travel

*Increase the number of winter visitors to Alaska:*

- *Air winter TV commercial*
- *Educate potential travelers about winter activities and attractions*
- *Include winter itineraries in the State Vacation Planner and online*

A collage of images related to winter travel in Alaska. It includes a photo of a dog sled team pulling a sled across a snowy field. A map of Alaska shows a route from Anchorage to Fairbanks and the Arctic Circle. A person is shown ice skating on a frozen body of water. Another person is snowmobiling through a snowy landscape. The collage is part of a travel itinerary for 'Winter Wonderland' in Alaska.

**Winter Wonderland**  
Girdwood to Fairbanks and the Far North

If you only see Alaska in the summer, you're missing half the adventure. It's one of the best places to view the northern lights and experience unique winter festivals and events. During February and March, there's plenty of daylight and temperatures are perfect for playing outside!

**DAY 1 | Anchorage**

Title your visit to take advantage of Anchorage's liveliest winter festivals and events – the Anchorage Fur Rendezvous Festival and the continental start of the Iditarod Trail Sled Dog Race. Spend your first day taking in Fur Rendezvous like the snow sculptures, an Alaska Native arts market and carnival rides and games.

**DAY 2 | Girdwood**

Leave a car and drive 25 miles south to Girdwood, the state's prettiest alpine ski town. Choose from activities like backcountry ski-riding and engineering, snowmobiling, or skiing on miles of downhill and Nordic ski trails. Take a trail ride to the top of Mount Alyeska for dinner and an unbeatable view. Cap the day off at the spa.

**DAY 3 | Anchorage**

Return to Anchorage for the annual sled dog races. In late February catch the Rensdy World Championship sled dog races, and in early March it's the continental start of the Iditarod Trail Sled Dog Race. For both events, downtown comes alive with performances, outdoor hot dog vendors and other attractions as tens of thousands stream through town.

**DAY 4 | Mat-Su**

Make the short 40-mile trip north to the Mat-Su Valley. Travel to the town of Willow and take in the re-start of the Iditarod Trail Sled Dog Race. Or head northeast and explore the stunning scenery and recreation at Hatcher Pass. Once home to a booming gold mine, the area is popular for steeplechasing, skiing and snowmobiling.

**DAY 5 | Fairbanks**

In the morning, fly to Fairbanks. Spend the day exploring local museums, art galleries and cultural facilities, including the University of Alaska Museum of the North and the Fairbanks Community Museum. Pay a visit to the 'World Ice Art Championships' outdoor ice park, which features dozens of glazing ice sculptures lit up to dazzle after dark.

**DAY 6 | Chena Hot Springs**

Enjoy a scenic drive to Chena Hot Springs. Upon arrival, visit the Aurora Ice Museum, crafted from more than 1,000 tons of ice. Take a dog mushing tour, then soak off the chill in the outdoor geothermal hot springs pool. Close it's dark, keep your eyes on the sky for sightings of the northern lights.

For additional winter itineraries visit [TravelAlaska.com](http://TravelAlaska.com)

**1-3-DAY ADD-ON | Arctic Adventure**

Travel north from Fairbanks on a one- to three-day guided adventure. Fly over vast Alaska wilderness, celebrate crossing the Arctic Circle and visit a rural village or lodge. Enjoy the stunning winter landscapes of the high Arctic and the opportunity to witness the northern lights. Return by air or via the Dalton Highway, the northernmost highway in the United States.



## Facebook promotion launched in mid-November:

- *Drives consumers to winter itineraries on TravelAlaska.com*
- *Encourages consumers to sign-up for Alaska travel newsletter and request a State Vacation Planner*
- *Provides an opportunity to win a nine-day vacation to Alaska*



**ALASKA IN WINTER – IT'S COOL!**

Enter our sweepstakes and you could win an incredible trip to Alaska to experience the best that our extraordinary winters have to offer.

[CLICK TO ENTER >](#)

An amazing nine-day experience that takes you on an unforgettable journey in Alaska's beautiful winter.

Alaska's winters are filled with unparalleled beauty, and one of the ways you can take it in is with the Winter Wonders package from Alaska Travel, which highlights the winter experience in Southcentral Alaska and the Interior. This package includes:

- Airfare for two to and from Anchorage, Alaska
- Northern lights viewing tour
- World-class skiing at Alyeska Resort
- Scenic journey from Anchorage to Fairbanks aboard the famous Alaska Railroad
- Two nights at the snowcapped Chena Hot Springs Resort
- Accommodations at the Hilton Anchorage and Pike's Waterfront Lodge.

To enter, fill out the entry form below, and you could win the trip of a lifetime.

Contest Ends: Nov. 30, 2013 at 5 P.M. PST

Eligibility: Entries must be 21 years or older. Must like Alaska Travel News Facebook page at time of prize being awarded. Employees of any contest partner are ineligible to win, as well as family members and/or persons living in households. Additional rules apply.

**ALASKA**  
Great Travel Ideas. With The State.

# Cross-promoting Tourism and Seafood

## *JATA Travel Showcase 2013: September 12-15*

- *Largest consumer/trade show in Asia, with 125,989 attendees*
- *Alaska tourism and Alaska Seafood Marketing Institute joined forces to increase awareness and interest in:*
  - *Travel to Alaska*
  - *Wild Alaska seafood*
  - *Alaska products*





# Travel Trade & Media Events

- *U.S. Tour Operators Association (USTOA) conference*
- *Alaska Media Road Show*
- *World Travel Market*





# Collaborating with the Private Sector

*Alaska state tourism works with businesses and organizations around the state to encourage cooperative marketing and to share information with members and Alaska residents*



## The Bureau Bulletin

A publication of the Mat-Su Convention & Visitors Bureau

Winter 2013

Page 7

### Alaska Media Road Show attracts top travel writers

The Mat-Su CVB met with more than 30 national travel journalists during Alaska Media Road Show in October in Santa Barbara, highlighting the Mat-Su Valley's many attractions, activities and events for large media outlets.

The event, held each October, brings together Alaska partners and highly regarded national media for two days of appointments. The event has proven to be very valuable in the past.

"We've had great results from the appointments we've had at Alaska Media Road Show," said Casey Ressler, Mat-Su CVB marketing and communications manager. "We've received coverage in such outlets as the New York Post, Wall Street Journal and the Huffington Post, based on those conversations."

A key to Alaska Media Road Show is developing relationships with members of the media. Often, there isn't "instant gratification" in terms of coverage, but long-term relationships are made that lead to future coverage.

"Last summer, we had a story appear on a leading national sports Web site, sbnation.com, that was two years in the making," Ressler said. "We talked about the Denali centennial to the writer three years ago at Road Show, and we kept in touch. In the end, it was a very good story, but it didn't happen overnight."

Mat-Su CVB has also hosted several writers based on appointments made at Road Show, including Pam Mandel, who visited Talkeetna and Matanuska Glacier last fall and produced several stories.



Bonnie Quill and Casey Ressler meet with a travel journalist during the Alaska Media Road Show event in late October. The annual event attracts top travel writers from around the country and has led to coverage of the Mat-Su Valley in such publications as the New York Post, Wall Street Journal and the Huffington Post.



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News > State News

## Alaska tourism courting Indian, S. American travelers

BY DEVIN KELLY  
dkelly@adn.com January 11, 2014

Armed with the allure of vast openness and pristine wildlife, Alaska's tourism industry regularly courts potential visitors in the more densely-populated parts of the world.

Two of the hottest up-and-coming markets? India and South America, according to Alaska tourism officials.

In 2012, Visit Anchorage, the municipality's tourism bureau, spearheaded sales trips to cities in both regions. Those trips, targeted at tour operators, travel agents and media, continued last year in partnership with Alaska Airlines and the state tourism marketing program.

The most recent, which took place from Dec. 11 to 16, toured Mumbai, New Delhi and Bangalore, said Marsha Barton, who has gone on the India trips as a tourism sales manager at Visit Anchorage.



Visitors enjoy the Kenai Visitor Center at Denali National Park, as Alaska tourism officials are trying to attract travelers from India and South America.

CHRIS AREXO — RM

# Connecting with Tourism Industry

- *Met with Alaska tourism industry representatives eight times to review tourism marketing plans and solicit input:*
  - *International Subcommittee (July 23 / Aug 6 / Aug 19 / Dec 16)*
  - *Planning Committee (Aug 14)*
  - *Marketing Committee (Aug 28)*
  - *ATIA Convention in Sitka (Oct 7-9)*
  - *Marketing Retreat (Nov 13-14)*
  - *Travel Trade Subcommittee (Dec 17)*
  - *Website Subcommittee (Dec 17)*
  - *Advertising Subcommittee (Dec 18)*

